

Message

From: Trina Matta [trina.matta@greenblue.org]
Sent: 11/1/2019 6:09:15 PM
To: Vance, Ronald [Vance.Ronald@epa.gov]
CC: Dylan de Thomas [ddethomas@recyclingpartnership.org]; Randy Hartmann [rhartmann@kab.org]
Subject: Education Committee Infographic

Hi Ron,

Randy mentioned on our call yesterday that you thought the infographic KAB produced for the Education and Outreach Committee conflicted with the systems map we're working on for the Measurement Committee. I also thought they conflicted when I saw the first version, but having seen KAB's latest version and talking it through with Randy, I think the two graphics are geared towards different messages. One is about the benefits of recycling at different stages in the life cycle of materials, whereas the Measurement group's version is more about how materials flow through the system. Dylan and I were wondering if maybe we could all get on the phone and talk about this - maybe a couple of tweaks to language in the Education committee graphic would help set it apart from the Measurement group's graphic?

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Trina Matta

Senior Manager
GreenBlue
600 East Water Street, Suite C
Charlottesville, VA 22902
434.658.1774

